



**SOUTHERN CALIFORNIA COASTAL WATER RESEARCH PROJECT**  
*A Public Agency for Environmental Research*

July 17, 2008

Melissa Miller-Henson  
Marine Life Protection Act Initiative  
c/o California Resources Agency  
1416 Ninth Street, Suite 1311  
Sacramento, CA 95814

Dear Melissa,

Please accept this nomination of Phyllis Grifman to serve on the Regional Stakeholder Group for the Marine Life Protection Act Initiative's Southern California study area. I have known Phyllis for more than a decade in her role as Associate Director of the Sea Grant Program at the University of Southern California where she works tirelessly on management and policy issues pertinent to the Southern California coast. She has a wide range of knowledge and experience about the ocean and coastal environment in California.

USC Sea Grant is a federal/state/university partnership whose mission is to identify and articulate emerging issues and problems for the California coast, to transmit to the academic research community the information needs to address those issues, to fund the best possible relevant research, and to link the results of research with the decision makers responsible for managing coastal and ocean resources. Sea Grant is known for its ability to provide neutral, science based information to both technical and non-technical audiences. In her role as director of the research, outreach and education programs for Sea Grant, Phyllis has established a reputation as a collaborator and information resource in the region.

In her role, Phyllis has established linkages with the range of stakeholder groups working throughout the Southern California region, and indeed, throughout the state. She has worked with environmental groups, state agencies, federal officials in NOAA, EPA and the Department of Interior, in addition to Congressional staff concerned with ocean and coastal matters. In 2004, she was selected to serve on the Sanctuary Advisory Council for the Channel Islands National Marine Sanctuary, as one of two public-at-large members, because of her network of linkages with groups concerned with the Channel Islands and with Southern California ocean and coastal users. In this role, she helps provide advice to the Sanctuary manager on planning and management of this important Southern California region. She serves on the Board of Directors of the California Shore and Beach Preservation Association and is a past Board member of the Malibu Foundation and the Marina Foundation of Los Angeles.

Recently, USC Sea Grant, along with the California, Oregon and Washington Sea Grant Programs, has been developing a stakeholder-based research and information needs portfolio. Based on workshops with stakeholders throughout the three states, Sea Grant

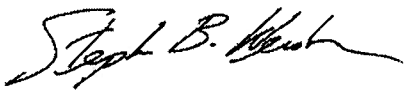
has assembled a dataset of nearly 5,000 comments – from users of marine resources, non-governmental organizations, city, county and state managers, academic scientists in both natural and social sciences, educators and other interested citizens. Phyllis has largely led this effort for the three states, and has been a primary liaison with the West Coast Governors' Agreement on Ocean Health as officials from the three states develop their Action Plan.

Phyllis was also a founding steering committee member of the California Ocean Communicators Alliance, the group that developed the "Thank You Ocean" campaign for the California Resources Agency and the National Oceanic and Atmospheric Administration. Her familiarity and leadership among communications professionals in public relations, marketing and education provides her with access to a wide communications network and will allow the MLPA effort to reach stakeholders who do not or cannot attend public meetings. She has already pledged her guidance and support to Kelly Sayce and Craig Shuman, the outreach professionals working on the Southern California region. A seat on the Stakeholder Group will allow her to formalize this partnership.

Phyllis is committed to the idea that the valuable marine resources of the California coast need to be protected and managed using the best possible information and careful assessment of the competing uses and value of those resources, and she knows that the best possible decisions are made when solid, neutral and relevant information is made available and understandable. She is likewise committed to the goals of the MLPA process and will be a solid and capable committee member.

In short, Phyllis' continuing interaction with a broad array of stakeholders, and her demonstrated ability to work collaboratively in an advisory committee format, make her an excellent candidate for the MLPA Stakeholder Advisory Committee. Contact information for Phyllis can be found below. Please feel free to contact me if you have any questions about her nomination.

Sincerely,

A handwritten signature in black ink, appearing to read "Stephen B. Weisberg". The signature is fluid and cursive, with a long horizontal line extending from the end.

Stephen B. Weisberg, Ph.D.  
Executive Director

Contact information:  
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